

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A purchase promotion server system, comprising:

a user information database unit configured to store electronic ~~goods/services~~ goods or services information indicating ~~goods/services~~ goods or services scheduled to be purchased or ~~goods/services~~ goods or services desired to be purchased, for each user;

a user state judgement unit configured to judge a user state ~~of a user~~ regarding whether the user is fit to ~~purchasing of goods/services~~ ~~purchase goods or services~~, according to state data including a location information of the user; and

a user notification unit configured to send a message ~~urging/reminding~~ ~~urging or reminding~~ the user to purchase the ~~goods/services~~ goods or services scheduled to be purchased or the ~~goods/services~~ goods or services desired to be purchased indicated by the electronic ~~goods/services~~ goods or services information stored by the user information database unit, to the user via a network according to the user state ~~of the user~~ judged by the user state judgement unit.

Claim 2 (Original): The system of claim 1, wherein the user state judgement unit judges the user state by using a located area information describing an area in which the user is currently located according to a current location of the user indicated by the location information.

Claim 3 (Currently Amended): The system of claim 2, wherein the user state judgement unit uses the located area information that describes facilities existing in the area in which the user is currently located.

Claim 4 (Currently Amended): The system of claim 3, wherein the user state judgement unit judges that the user is fit to ~~purchasing of the goods/services purchase the goods or services~~ scheduled to be purchased or the ~~goods/services goods or services~~ desired to be purchased, when the user is located in an area with a facility at which at least one of the ~~goods/services schedules goods or services scheduled~~ to be purchased or the ~~goods/services goods or services~~ desired to be purchased can be purchased.

Claim 5 (Original): The system of claim 1, wherein the user state judgement unit judges the user state according to the state data that also includes a time information indicating a current time.

Claim 6 (Original): The system of claim 5, wherein the user state judgement unit judges the user state by using a schedule information describing scheduled activities of the user according to the current time indicated by the time information.

Claim 7 (Currently Amended): The system of claim 6, wherein the user state judgement unit judges that the user is fit to ~~purchasing of goods/services purchase goods or services~~ when the current time is not in a working time zone of the user according to the schedule information.

Claim 8 (Original): The system of claim 1, wherein the user notification unit recognizes an information communication terminal currently used by the user, and sends the message in a format suitable to the information communication terminal.

Claim 9 (Original): The system of claim 1, wherein the user notification unit sends the message in a form of an e-mail destined to a portable information communication terminal carried around by the user.

Claim 10 (Currently Amended): The system of claim 1, further comprising: a user information providing unit configured to provide contents including the electronic ~~goods/services~~ goods or services information, in a form accessible by the user via the network.

Claim 11 (Currently Amended): The system of claim 10, further comprising: a contents production unit configured to produce the contents to be provided by the user information providing unit, according to the user state ~~of the user~~ judged by the user state judgement unit.

Claim 12 (Original): The system of claim 11, wherein the contents production unit produces the contents by collecting related information relevant to a current location of the user indicated by the location information.

Claim 13 (Currently Amended): The system of claim 12, wherein the contents production unit produces the contents including the related information which is an ~~advertisement/recommendation~~ advertisement or recommendation of a shop existing in an area in which the user is currently located.

Claim 14 (Original): The system of claim 10, wherein the user information providing unit provides the contents that also include at least one of:

- (1) an out-of-stock goods information based on a stock management of a refrigerator of the user;
- (2) an out-of-stock goods information based on a cooking recipe executed by a microwave oven of the user; and
- (3) a new product information based on a preference information of the user extracted from a past purchase log.

Claim 15 (Original): The system of claim 10, wherein the user notification unit sends the message that is linked to the contents provided by the user information providing unit.

Claim 16 (Currently Amended): The system of claim 1, wherein the user notification unit sends the message that also contains the electronic ~~goods/services~~ goods or services information.

Claim 17 (Original): The system of claim 1, wherein operations of the user information database unit, the user state judgement unit, and the user notification unit are provided in a form of an agent service to be provided to each user individually.

Claim 18 (Currently Amended): The system of claim 1, further comprising:
a user information management unit configured to manage the electronic ~~goods/services~~ goods or services information and a purchase log of the user by obtaining a purchase record information indicating ~~goods/services~~ goods or services actually purchased by the user from a ~~POS~~ Point-of-Sale (POS) system of each shop used by the user and updating at least one of the electronic ~~goods/services~~ goods or services information and the purchase log of the user.

Claim 19 (Currently Amended): The system of claim 18, wherein the user information management unit manages the electronic goods/services goods or services information that is shared by a plurality of users.

Claim 20 (Currently Amended): A purchase promotion method, comprising:

storing electronic goods/services goods or services information indicating goods/services goods or services scheduled to be purchased or goods/services goods or services desired to be purchased, for each user;

judging a user state ~~of a user~~ regarding whether the user is fit to purchasing of goods/services purchase goods or services, according to state data including a location information of the user; and

sending a message urging/reminding urging or reminding the user to purchase the goods/services goods or services scheduled to be purchased or the goods/services goods or services desired to be purchased indicated by the electronic goods/services goods or services information stored by the storing step, to the user via a network according to the user state ~~of the user~~ judged by the judging step.

Claim 21 (Currently Amended): The method of claim 20, wherein the judging step judges the user state by using a located area information describing an area in which the user is currently located according to a current location of the user indicated by the location information.

Claim 22 (Currently Amended): The method of claim 21, wherein the judging ~~step~~ uses the located area information that describes facilities existing in the area in which the user is currently located.

Claim 23 (Currently Amended): The method of claim 22, wherein the judging ~~step~~ judges that the user is fit to ~~purchasing of the goods/services~~ purchase the goods or services scheduled to be purchased or the ~~goods/services~~ goods or services desired to be purchased, when the user is located in an area with a facility at which at least one of the ~~goods/services~~ schedules goods or services scheduled to be purchased or the ~~goods/services~~ goods or services goods or services desired to be purchased can be purchased.

Claim 24 (Currently Amended): The method of claim 20, wherein the judging ~~step~~ judges the user state according to the state data that also includes a time information indicating a current time.

Claim 25 (Currently Amended): The method of claim 24, wherein the judging ~~step~~ judges the user state by using a schedule information describing scheduled activities of the user according to the current time indicated by the time information.

Claim 26 (Currently Amended): The method of claim 25, wherein the judging ~~step~~ judges that the user is fit to ~~purchasing of goods/services~~ purchase goods or services when the current time is not in a working time zone of the user according to the schedule information.

Claim 27 (Currently Amended): The method of claim 20, wherein the sending ~~step~~ recognizes an information communication terminal currently used by the user, and sends the message in a format suitable to the information communication terminal.

Claim 28 (Currently Amended): The method of claim 20, wherein the sending ~~step~~ sends the message in a form of an e-mail destined to a portable information communication terminal carried around by the user.

Claim 29 (Currently Amended): The method of claim 20, further comprising:
providing contents including the electronic ~~goods/services~~ goods or services information, in a form accessible by the user via the network.

Claim 30 (Currently Amended): The method of claim 29, further comprising:
producing the contents to be provided by the providing ~~step~~, according to the user state ~~of the user~~ judged by the judging ~~step~~.

Claim 31 (Currently Amended): The method of claim 30, wherein the producing ~~step~~ produces the contents by collecting related information relevant to a current location of the user indicated by the location information.

Claim 32 (Currently Amended): The method of claim 31, wherein the producing ~~step~~ produces the contents including the related information which is an ~~advertisement/recommendation~~ advertisement or recommendation of a shop existing in an area in which the user is currently located.

Claim 33 (Currently Amended): The method of claim 29, wherein the providing step provides the contents that also include at least one of:

- (1) an out-of-stock goods information based on a stock management of a refrigerator of the user;
- (2) an out-of-stock goods information based on a cooking recipe executed by a microwave oven of the user; and
- (3) a new product information based on a preference information of the user extracted from a past purchase log.

Claim 34 (Currently Amended): The method of claim 29, wherein the sending step sends the message that is linked to the contents provided by the providing step.

Claim 35 (Currently Amended): The method of claim 20, wherein the sending step sends the message that also contains the electronic ~~goods/services~~ goods or services information.

Claim 36 (Currently Amended): The method of claim 20, wherein operations of the storing step, the judging step, and the sending step are provided in a form of an agent service to be provided to each user individually.

Claim 37 (Currently Amended): The method of claim 20, further comprising: managing the electronic ~~goods/services~~ goods or services information and a purchase log of the user by obtaining a purchase record information indicating ~~goods/services~~ goods or services actually purchased by the user from a POS Point-of-Sale (POS) system of each shop

used by the user and updating at least one of the electronic ~~goods/services~~ goods or services information and the purchase log of the user.

Claim 38 (Currently Amended): The method of claim 37, wherein the managing step manages the electronic ~~goods/services~~ goods or services information that is shared by a plurality of users.

Claim 39 (Currently Amended): A computer usable medium having computer readable program codes embodied therein for causing a computer to function as a purchase promotion server system, the computer readable program codes include including:

a first computer readable program code for causing said computer to store electronic ~~goods/services~~ goods or services information indicating ~~goods/services~~ goods or services scheduled to be purchased or ~~goods/services~~ goods or services desired to be purchased, for each user;

a second computer readable program code for causing said computer to judge a user state ~~of a user~~ regarding whether the user is fit to ~~purchasing of~~ goods/services purchase goods or services, according to state data including a location information of the user; and

a third computer readable program code for causing said computer to send a message urging/reminding urging or reminding the user to purchase the ~~goods/services~~ goods or services scheduled to be purchased or the ~~goods/services~~ goods or services desired to be purchased indicated by the electronic ~~goods/services~~ goods or services information stored by the user information database unit, to the user via a network according to the user state ~~of the user~~ judged by the user state judgement unit.

Claim 40 (Currently Amended): A method for providing advertisement service, comprising:

judging a user state ~~of a user~~ regarding whether the user is fit to ~~purchasing of goods/services~~ purchase goods or services, according to state data including a location information of the user;

producing contents according to the user state ~~of the user~~ judged by the judging step, by collecting related information relevant to a current location of the user indicated by the location information, the related information being an ~~advertisement/recommendation~~ advertisement or recommendation of a shop existing in an area in which the user is currently located; and

providing the contents produced by the producing step, in a form accessible by the user via the network.